



**Diversity Initiative
Executive Summary
Overview**

“The New South is a place where diversity is a strength – where different philosophies, political views, religious beliefs and ethnicities are not only viewed as good but necessary to the formation of the tapestry of our rich and beautiful culture.”

Lt. Governor Mitch Landrieu
Inauguration Speech
January 12, 2004

From the moment he became Lieutenant Governor, Mitch Landrieu has been deeply committed to promoting and advancing diversity and multiculturalism in Louisiana. From taking the oath of office to appointing his senior level staff, Landrieu has made diversity a top priority. The Office of the Lieutenant Governor staff combined with the senior officials of the Department of Culture, Recreation and Tourism, which the Lt. Governor oversees, to create one of the most diverse executive management teams in state government history.

The importance of this effort goes far beyond racial diversity. In fact, it includes diversity in gender, age, education, geographical history and professional experience. In order to lay the foundation for a “New South,” Landrieu realized it must start with his own team of professionals.

In the first months of his administration, Landrieu identified five governing principles to guide his work as Lieutenant Governor and to put forth as a vision for the citizens of the state. The first principle is “Diversity is a strength, not a weakness.” This principle has been communicated in every speech and to every public group the Lt. Governor has addressed across the state, nationally and internationally. Landrieu believes that awareness and understanding are the first steps to acceptance and change.

Beyond raising the profile of the concept of diversity, the Landrieu administration has taken important steps to institutionalize operating practices that advance inclusion among those who have traditionally been excluded from contracting and employment opportunities in the Department of Culture, Recreation and Tourism.

From developing and implementing a recruitment policy that expands recruitment efforts department-wide to broadening the pool of job applicants, to hiring a diversity expert to assist the department in creating strategies for diversity, to conducting “how to” seminars on doing business with state government, to conducting a landmark research study on the perceptions and travel interests of African Americans, Landrieu remains a leader in searching out ways to broaden avenues for all citizens to participate in government.

Landrieu has been recognized for his efforts to promote diversity in government by the National Association of Black Journalists and has been well received and recognized by national leaders in tourism, art, culture and business for his willingness to engage the

state and the nation in discussions about diversity and the importance it plays in business, not-for-profit and community organizations.

From 2004 to August 2005, Lt. Gov. Landrieu introduced several important initiatives and strategic plans to promote and strengthen Louisiana culture, recreation and tourism. They included the Roadmap For Change, the Cultural Economy Initiative, a new national tourism campaign and Budgeting For Objectives, an effort to transform the way the Department of Culture, Recreation and Tourism budgets and spends taxpayer dollars. In all of these major efforts, the themes of diversity, multiculturalism and inclusion were represented.

In late August 2005, New Orleans experienced the worst natural disaster in American history. The focus of Landrieu's work went from blazing new trails on behalf of the Department of Culture, Recreation and Tourism and the State of Louisiana to recovery and rebuilding. Just three weeks after the storm, Landrieu changed direction to unite the state's tourism and cultural industries behind a new strategic plan, Louisiana Rebirth: Restoring the Soul of America. In this plan, his commitment to inclusion and providing opportunities for all rang clear throughout each point and strategy. He also has, on several occasions, invited government, business and community leaders from across the country to Louisiana for a national discussion about race and diversity in the 21st century.

As Louisiana continues its rebuilding efforts, Lt. Governor Landrieu will remain the chief architect in the plans to rebuild the tourism and cultural industries that support it. He will also continue to institute policies in the Department of Culture, Recreation and Tourism that create and implement strategies that recruit, retain and promote people and ideas that help to bring about a "New South."

Information that summarizes the work of the Office of the Lt. Governor and the Department of Culture, Recreation and Tourism to promote diversity and multiculturalism follows.

LOUISIANA REBIRTH: RESTORING THE SOUL OF AMERICA

Just three weeks following Hurricane Katrina, the worst natural disaster in American history, The Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism developed a strategic plan, Louisiana Rebirth: Restoring the Soul of America, a four point plan that encompassed the results crucial to Louisiana's recovery.

Within each area, the department has made important strides in promoting and advancing diversity. The points and the department's accomplishments follow.

Result 1: Rebuild Louisiana to worldwide pre-eminence as a top destination.

The Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism (OLG/DCRT) recognize the importance of the multicultural market to rebuilding Louisiana to worldwide pre-eminence as a top destination. As a result, we have contracted with an advertising company owned, operated and staffed by people of color to create and implement marketing strategies designed to capitalize on the burgeoning African American and Latino travel markets. The efforts to promote Louisiana as a multicultural destination that is inclusive of all races, particularly African American and Latino, have been successful. Louisiana is the number two market in the country among African American tourists; it is ranked high among every other state in the nation among Latino tourists.

Some of the marketing efforts designed to attract multicultural first-time visitors and reinforce Louisiana as a top destination among repeat visitors include print and website advertising, multicultural festival sponsorships such as Essence, mall tours, in partnership with multicultural publications, multicultural sporting events held in Louisiana, newsletters, web promotions, and research projects that query multicultural travelers about their travel and spending habits.

DCRT has been very conscious of creating a climate for diversity. Over the past twelve years, it has retained a diverse, minority partner as part of our advertising and marketing components. GMc. & Company has been the minority contractor for many years.

The following initiatives were created and implemented during the 2004-2005 and 2005-2006 fiscal years with the purpose of promoting Louisiana as a multicultural destination, one that is inclusive of all races, particularly African Americans and Hispanic Americans.

Event Sponsorships

- **Essence Festival Booth (July 2004)** – Sponsorship of the Essence Festival held in New Orleans. Sponsorship package included the airing of the tourism television advertisements during the concert events, logo inclusion in the event

program and an event booth which was used to distribute various tourism information, such as *Textures*, Louisiana's African-American Directory and the state tour guide to name a few.

- **Bayou Classic Corporate Business Reception Sponsorship (November 2004)** – Sponsorship of the Corporate Business Reception held prior to the Bayou Classic. Sponsorship package included logo inclusion at the event, as well as giving the Lt. Governor an opportunity to speak at the event about the state's Cultural Economies initiatives to a select group of corporate professionals.
- **Essence Festival Booth (July 2005)** – Sponsorship of the Essence Festival held in New Orleans. Sponsorship package included the airing of the tourism television advertisements during the concert events, logo inclusion in the event program and an event booth, which was used to distribute various tourism information, such as *Textures*, Louisiana's African-American Directory, *Textures Live!* ECD and the *Textures Newsletter* to name a few.
- **First Fridays Birmingham (April 2006)** - This grassroots project will utilize the network of First Fridays United, a prominent African-American networking organization, to capture the attention of potential visitors to Louisiana. The demographics of this group consist of African-Americans between the ages of 25–54 with a household income of \$40K+.

The April 7th Birmingham event will be Louisiana themed intended to inspire and excite potential visitors into becoming actual visitors. Media purchased, including print and radio, as well as email blasts (sent to the First Fridays database) will be used to market the upcoming event.

Giveaways will also be included for the April 7th Birmingham event, and will include Louisiana sportspacks, fitted with a hangtag that includes upcoming Louisiana event information. *Textures*, Louisiana's African-American Directory, *Textures Live!* ECD's and the state tour guide will also be given out to attendees.

A trip promotion utilizing the *Textures Live!* ECD will give attendees an opportunity to win a trip for two to the upcoming New Orleans Jazz and Heritage Festival. Again, this event is scheduled to occur on April 7, 2006.

- **Latina Make Me Over Mall Tour (September 2004)** – Sponsorship of the Make Me Over Mall Tour presented by *Latina* Magazine. Events included fashion shows, complimentary beauty consultations, interactive workstations and expert advice from *Latina*'s editors. The sponsorship included the following (at no cost): a Louisiana logo in the Mall Tour advertisement, a Louisiana logo on all collateral materials, a Louisiana logo on all direct mail/invitations (5,000), a product inclusion (2,000 copies of the Raices directory) in the Make Me Over Mall Tour gift bag and a mention as a sponsor in all publicity efforts. Southwest Airlines also provided a vacation package for four to New Orleans.
- **African-American Focus Groups (December 2004)** – African-American focus groups held in Mobile (AL), Atlanta (GA) and Houston (TX). Each city hosted one session for a group who has visited Louisiana in the last three years and

one session for those who had not visited Louisiana in the last three years OR have never visited Louisiana (total of two sessions per city).

The purpose of the groups was to explore the perceptions, opinions, beliefs and attitudes of Louisiana as a travel destination, as well as to obtain reactions to both the multicultural and general market advertisements, and the current *Textures*, Louisiana's African-American Directory. The results of the groups were used to plan future multicultural marketing initiatives.

Print Marketing

- **Multicultural Media (July 2004)** - Multicultural print advertisements placed in publications that included *Black Enterprise*, *Essence*, *Ebony*, *Heart of New Orleans*, *Pathfinders Travel*, *Latina*, *Hispanic Magazine* and *Hispanic Trends* that targeted both African-American and Hispanic-American visitors. Publications also offered various free added value opportunities, including postcards, access to subscriber databases, sponsorship opportunities, website directory listings and online promotions. During the previous year, there were over 5,000 inquiries for multicultural travel guides, coming from direct response of such advertisements. We have spent an average of \$350,000 each year on advertising.
- **Legacy Magazine (January/February 2006)**-highlighting State Parks interpretative programming – particularly the issue on Interpreting Slavery.
- **Textures Newsletter (February 2005)** – The *Textures Newsletter* was an African-American piece designed and distributed as a remarketing effort to identify Louisiana as a top tourist destination option.

The editorial content featured in the newsletters included information about events and locations throughout Louisiana of interest to the multicultural traveler, as well as day trip ideas that could be used by the reader to plan day trips to the different regions of Louisiana.

The newsletter was distributed via direct mail and newspaper insert. Those in the African-American database (approximately 17,000) received the piece. At the same time, the newsletter was inserted into the Houston Chronicle, Mobile Register and Atlanta Journal Constitution. These newspapers were selected based on the following criteria: High African-American DMA (Designated Market Area): Areas in which there is a high African-American population (40%+). Household Income: \$40K+.

- **Raices Newsletter (May 2005)** – The *Raices Newsletter* was a Hispanic-American piece designed and distributed as a remarketing effort to identify Louisiana as a top tourist destination option.

The editorial content featured in the newsletters included information about events and locations throughout Louisiana of interest to the multicultural traveler, as well as day trip ideas that could be used by the reader to plan day trips to the different regions of Louisiana.

The newsletter was distributed via direct mail and newspaper insert. Those in the Hispanic-American database (approximately 2,000) received the piece. At the same time, the newsletter was inserted into the Houston Chronicle and Dallas Morning News. These newspapers were selected based on the following criteria: High Hispanic-American DMA (Designated Market Area): Areas in which there is a high Hispanic-American population (40%+). Household Income: \$40K+.

- **Multicultural Media (July 2005)** - Multicultural print advertisements placed in publications that include *African American Golfers Digest*, *Black Enterprise*, *Essence*, *Ebony* and *Latina* that target both African-American and Hispanic-American visitors. Publications are also offering various free added value opportunities, including access to subscriber databases, sponsorship opportunities, website directory listings and online promotions. During the previous year, there were over 40,000 inquiries for multicultural travel guides, coming from direct response of such advertisements. This project is currently in progress.
- **“Rebirth” Print PSA’s (February 2006)** - Successful planning, negotiating and organizing materials with the multicultural media partners for the free placement of the full-page LOT regional advertisement as PSA. To date, we have received approximately \$69,577 in free media placement from *Ebony* (\$20,775), *Black Enterprise* (\$16,000) and *Latina* (\$32,802). The PSA advertisements have run in February and March issues and the project is currently in progress.

Web-based Marketing

- **SoulofAmerica.com Promotion (April 2005)** – Partnership with SoulofAmerica.com, an African-American targeted website, for two promotional contests. Tower ads placed on SoulofAmerica.com linked visitors to the Culture page on LouisianaTravel.com. Tower ads ran in January, February, April and May for the promotion. In March and June, banner ads linked visitors to an entry page where visitors entered to win the sweepstakes and winners were selected at the end of each month. SoulofAmerica.com also provided two (2) sets of hotel accommodations and airfare for the winners. The promotion resulted in approximately 5,000 inquiries.
- **Latina.com Promotion (April 2005)** - Partnership with Latina.com, a Hispanic-American targeted website, for a promotional contest that asked readers to tell us what they wanted to discover in Louisiana. Readers went online to create their own Louisiana itinerary based on pre-suggested destinations and activities, and submitted their reason why they wanted to discover Louisiana. The most original entry won a tailored made prize package for two.

The promotional contest also included the following promotional components, Linea Latina (an email newsletter sent to Latina subscribers), Lo Nuevo Listing (link on the Events and Promos page on Latina.com where visitors entered the contest) and Go Guide Listing (listing of winner’s entry in Go Guide section of Latina magazine). The promotion resulted in approximately 5,000 inquiries.

- **HispanicOnline.com Promotion (April 2005)** – Partnership with HispanicOnline.com, a Hispanic-American targeted website, for the *Viva! Louisiana* promotion. The winner received a trip for two to New Orleans to attend the inaugural El Día Latino at the New Orleans Jazz & Heritage Festival on April 24, 2005, which featured a day filled with Latin entertainment.

Participants entered the trip giveaway by clicking on the ads that asked, “Will your next vacation be mild or spicy?” The promotion included pop-up ads, banner ads, text messages, online newsletters and inclusion on all promotional materials. The promotion resulted in approximately 700 inquiries.

- **BlackAmericaWeb.com Promotion (May 2005)** - Partnership with BlackAmericaWeb.com, an African-American targeted website founded by Tom Joyner, for an Internet promotion that featured a trip giveaway and targeted older, affluent African-American travelers. Promotion included banner, skyscraper, pop-up and text link ads on both BlackAmericaWeb.com and the Travel Channel homepage. The promotion resulted in approximately 25,000 inquiries and an estimated 1.5 million impressions.
- **Multicultural Photoshoot (May 2005)** – The photo shoot focused on adding more Hispanic, family, and action images highlighting an experience of Louisiana’s culture and entertainment. The effort updated and broadened our current multicultural image library by 9 statewide images, with unlimited usage.
- **BlackAmericaWeb.com Research Partnership (March 2006)** – Partnership with BlackAmericaWeb.com to conduct online research aimed at gathering vital information about the perceptions and beliefs of Louisiana as a multicultural travel destination post-Katrina. Pop-up and skyscraper ads placed on BlackAmericaWeb.com will link visitors to an online survey, which will ask various questions about their perceptions of Louisiana. Since the survey is online, access to real-time results will be available.

The campaign will run for four weeks. Once the campaign is complete, the information gathered will be analyzed for use in future multicultural advertising and public relations efforts. The project is currently in progress.

Electronic Media

- **“Rebirth” Radio PSA’s (January 2006)** – “Rebirth” radio PSA campaign, which included radio spots that contained the “Rebirth” messaging about areas unaffected by the hurricanes and the assets of interest to the multicultural traveler that are available. Regional urban radio stations are being utilized to disseminate messages. This project is currently in progress.

Customer Service

OLG/DCRT has designed a customer service-training program for both management staff and all employees of the Office of State Parks, which it oversees. It is in the process of delivering that program on or before May 19, 2006. The program includes a section on “baggage” that addresses the natural proclivity to make certain assumptions about those who are different. A Blue Ribbon Committee was established in October 2005 with the goal of creating more multi-cultural programming. This committee was the catalyst for the revitalization of the African Heritage Task Force of the St. Francisville Community. OLG/DCRT is now working in a collaborative effort toward an African Heritage Festival to be held in October 2006. OLG/DCRT will figure prominently in the festival both programmatically and logistically.

Interpretation

- OLG/DCRT has also instituted multi-cultural programming in the Office of State Parks, to build on the department’s marketing strategies. These efforts are designed to provide programming that increase the number of visits from multicultural visitors in Louisiana and nationally. These programs illustrate:
 1. The confederacy and the African American influence at Port Hudson
 2. A West Indies influence along with the experience of slave life of African Americans at Audubon State Historic Site
 3. The contributions of slave labor in the beautiful creation of Rosedown Plantation State Historic Site along with the “slave experience” at that site. Future programming will include a celebration of African-American contributions to plantation society. Also, reconstruction of slave dwellings will be pursued to complete the story of Rosedown.
 4. The story of Fort Pike State Historic Site includes Seminole wars and the transport of Black slaves. A portion of the confederacy story is also told. Additionally, visitors are presented with the story of Fort Pike in its role as a military training center for former slaves.
 5. Centenary State Historic Site presents Black history associated with the site.

Result 2: Make Louisiana’s Cultural Economy the engine of economic and social rebirth.

Diversity of art, history and culture is at the heart of OLG/DCRT’s mission, from the African American Heritage Trail to Native American Mounds Trail to Latino Jazz, we strive to involve visitors and residents in the story of Louisiana’s rich and authentic art, history and culture.

One of the most important efforts of OLG/DCRT is the Cultural Economy Initiative. In 2004, Mt. Auburn Associates was commissioned to study the economic value of Louisiana’s art and culture. In 2005, the landmark study “Louisiana: Where Culture Means Business” was issued. The report defines and evaluates Louisiana’s Cultural Economy. The report included input from individuals and organizations representing the entire spectrum of cultural endeavors throughout the state. The result was a report that

included strategies that were inclusive of race and ethnicity, geography and artistic ventures.

The input sought by Mt. Auburn included interviews with citizens and organizations representing the entire spectrum of cultural endeavors in every part of Louisiana. For example, one focus group dealt specifically with Zydeco music. Another example is that there was an African-American focus group. In addition, those who created this study also met with the Louisiana Coalition of African-American Artists, Producers, and Advocates. The information gleaned from such conversations provided the foundation for many of the strategies and recommendations contained in this study.

Other exhibits, programs and initiatives are also important to achieving the goal of leveraging our cultural economy as a tool for rebirth. They include:

Permanent Exhibitions

- **The Louisiana State Museum**-Baton Rouge opened to the public on February 1, 2006 with two permanent exhibitions that highlight and celebrate the diversity of cultural history and practice throughout the state. ***Grounds for Greatness: Louisiana and the Nation*** shows the impact of Louisiana history on the nation and the world. The exhibition traces the contributions and sacrifices of Louisianians from the Louisiana Purchase to the critical role Louisiana played in our nation's wars (including the Battle of New Orleans in the War of 1812, the Mexican War, the Civil War and World War II). Exhibition sections present: native son Louis "Satchmo" Armstrong; Poverty Point's prehistoric American Indian earthworks in northeast Louisiana. Slavery and civil rights are highlighted, with an emphasis on the 1896 landmark Supreme Court decision of *Plessy v. Ferguson*, the Louisiana case that upheld the "separate but equal" practices of legal segregation. This section ends with a look at the Baton Rouge bus boycott of 1953 and its role in the modern civil rights movement.

Traveling Exhibitions

The Louisiana State Museum's traveling exhibit program is highly successful at exposing the public to Louisiana's rich cultural diversity. The State Museum, which is included in OLG/DCRT, has had five exhibits traveling around the state since 2004. The promotion of diversity has been achieved through the exploration of themes in music, art and civil rights that have played an important role in Louisiana's history. Libraries and schools in even the smallest of parishes have had the opportunity to display these exhibits, which reach thousands of individuals per year.

The LSM's traveling exhibits that the museum has in place to promote diversity include the following: 1) The Art of Jazz; 2) The Art and Social Commentary of Clementine Hunter; 3) A Career in Jazz: The Photography of Herman Leonard; 4) "The World Will Move": Civil Rights and Public Transportation in Louisiana, 1860s-1950s and 5) *Plessy vs. Ferguson* (active 2004-2005)

- **Latin Jazz-** LSM's hosting of Smithsonian Institution Traveling Exhibit Service (SITES), *Latin Jazz: The Perfect Combination* serves as an excellent vehicle for educating Museum visitors on Latino influences that have shaped and continued to shape Louisiana culture and history. This exhibit presents audiences with the story of how Latino cultures, music, and people influenced the development of jazz in the United States. More specifically, the exhibit script begins in early nineteenth century New Orleans, with the introduction of Latin jazz to America.
- **Storms of a Lifetime:** Hurricanes Katrina and Rita. - LSM is planning a nationally traveling exhibition *Storms of a Lifetime* about the impact of the destruction wrought by Hurricanes Katrina and Rita in Louisiana and on the Gulf Coast. These powerful storms tremendously affected the natural environment, the infrastructure, tens of thousands of homes, the vibrant culture of Louisiana, and the lives of more than a million people.

The exhibition, expected to begin in September 2005, will be designed to keep the eyes and minds of the nation focused on the tragedy in Louisiana and the extraordinary efforts that are needed for recovery and rebuilding. LSM is actively collecting artifacts, photography, and oral histories related to the hurricanes that demonstrate their impact on racial and ethnic groups throughout the State, as well as the activities of Women of the Storm, a diverse group of women engaged in the rebuilding process.

The exhibit, its constituent pieces, and programming will convey two key points. The first is the enormous scale of the destruction and its impact on the environment, the economy, community life, and the lives of individuals. The second point is the resiliency of the people of Louisiana and our unique cultural contribution to the world. One example is Antoine "Fats" Domino, whose home, piano, and objects associated with more than fifty years at the forefront of American music fell victim to the terrible devastation in New Orleans's Lower Ninth Ward. His story—including his harrowing rescue during the flood and his eventual return to New Orleans—encapsulates not only the catastrophe of the storm but also the determination of Louisianians to recover and rebuild.

- **The Louisiana Experience:** Discovering the Soul of America, is designed as a road trip throughout the state, exploring culture, religion, food and architecture along the way. The exhibit highlights the rich legacy of Louisiana's music and its undeniable influence on the rest of the world in the genres of jazz, New Orleans rhythm and blues, the blues, Cajun music, zydeco, swamp pop, and country music. Key artifacts in this section include Clifton Chenier's accordion, Buddy Guy's guitar, and Webb Pierce's stage costume, made by famous Hollywood designer Jamie Nudie. Other exhibits pay homage to another cornerstone of the Louisiana experience, Mardi Gras and the different traditions of this celebration throughout the state, including New Orleans, Acadiana, Baton Rouge, and Shreveport.

Diverse Programming

DCRT has continued a long tradition of diversity in public programming representing African Americans, Native Americans, Irish Americans, the Caribbean Americans, Acadians and Cajuns and all of the cultures that make Louisiana so unique. Public programs have included musical performances by the Wild Magnolias, the Stooges Brass Band, the New Orleans Klezmer Allstars and more. Exhibitions, book signings and lectures have explored the role of women throughout the state's history, how Native Americans continue to thrive in Louisiana, the history of the Acadians, the cultural impact of New Orleans brass bands and *Brown v. The Board of Education*.

The importance of exploring our history through the eyes of the many people who came together to create it is one of the most invaluable services we can provide to the communities we serve. Many of these programs are targeted for area school children. The following are examples of these programs:

- **Louisiana's Native American Culture-** In January, the LSM-Natchitoches museum sponsored a children's program on Louisiana's Native American culture, featuring a hands-on craft project directed by a Native American. Also, a hands-on educational trunk featuring the art of African American artist Clementine Hunter continues to be used in outreach programming.

Currently, the museum is planning programs to accompany a Smithsonian Institution traveling exhibit, *Key Ingredients*. These programs will feature Louisiana's diversity through its cuisine, in particular, the multiracial, multiethnic character of the Creole cuisine of northwest Louisiana and the contributions of women in maintaining culinary traditions.

- **Native American Day-** In November of 2004 we featured members of the Houma nation in our Native American Day. After a tour of the Native American galleries in the museum, school children were able to see artisans build palmetto huts, weave baskets and build a dugout. Our adult symposium that year was built around the famed Plessy v. Ferguson case that was tried at the Cabildo when it served as the State Supreme Court. The symposium was tied into the 50th anniversary of Brown v. Board of Education and civil rights in Louisiana. Dr. Don Defore, Dr. Raphael Cassimere and Keith Medley gave scholarly presentations. The year ended with a book signing and reception for Lance Hill's book, Deacons of Defense: Armed Resistance and the Civil Rights Movement. Mr. Hill's book explored the Deacons for Defense and Justice, a black organization established to protect civil rights workers against the Ku Klux Klan. They were organized in Jonesboro, La. in 1964.
- **Mardi Gras Indian Heritage-** The year of 2005 opened with Mardi Gras Indian Darryl Montana presenting a children's program on the costumes of the Mardi Gras Indians. Everyone got to try his or her hand at beading and everyone left with a beaded headband. February progressed with seven Black Heritage programs including Adella, Adella, the Storytella, Brazil/Orleans drum and dance "informance" and Juanita and Joyce Brooks sing the Blues. Staff member Dr.

Charles Chamberlain gave a lecture "Traveling with Jim Crow: Jazz Musicians' Responses to Segregation on the Road, 1910 – 1960". The Mint featured Our Latin American Heritage with a Los Islenos craft demonstration during French Quarter Festival and Cajun and Zydeco music were featured on our music stage.

After recuperating from Katrina in 2006, we have featured the Wild Magnolias to celebrate our Mardi Gras Indian heritage in February of this year and in March, a book signing and reception with Warren Perrin, author of the book Acadian Redemption.

- **Black Heritage Programs-** begun in the 1980s as a partnership of the museum and the New Orleans Black Heritage Festival. These programs have featured major entertainers, educators, and lecturers. Outreach activity involved working with various local universities, particularly with diversity-related programs. Currently, the museum is working with the Arna Bontemps Museum (Alexandria), the Lake Charles Black Heritage Festival, the River Road African American Museum (Donaldsonville), Pamoja Art Society and the Stephens Museum (Shreveport), the Back Street Museum (New Orleans), Ashe' Cultural Arts Center (New Orleans), the State Human Rights Commission, the Dallas African American Museum, the Smithsonian Folklife Project, and other organizations around the country. Through presentations by scholars, musicians, storytellers, and actors, the State Museum has continued to tell the story of African Americans in Louisiana from the introduction of slavery to recent civil rights struggles and current cultural accomplishments.
- **Oral History/Ethnography Project-** The Oral History/Ethnography Project is comprised of interviews with persons involved in the Civil Rights movement in Louisiana. The interviews are grouped thematically: Law, Education, Direct Action, Performing and Visual Arts and Business Enterprises. Interviews began in New Orleans, where 50 were conducted. In partnership with the Cane River Area National Heritage Committee, 100 persons in Natchitoches Parish were interviewed. LSM is developing additional partnerships with the African American Museum (St. Martinville), Holy Rosary Alumni Association (Lafayette) and C.R.E.O.L.E., Inc. (Lafayette).

Initiatives

- **African American Heritage Trail-** A proposal for an African American Heritage Trail of historic sites throughout the State has been developed to honor the contributions of African Americans in Louisiana. The proposal, including a mission, budget and action plan, divides the State into current travel regions: Greater New Orleans, Cajun Country, Plantation, Crossroads, and Sportsman's Paradise. A working committee of folklorists, educators and local historians advised on the proposal.

Information gleaned from interviews constitutes primary source research material for the LSM collection, and will be used in the development of a future permanent exhibition dealing with human and civil rights in Louisiana.

The groundwork for the African American Heritage Trail is ready to enrich LSM research holdings, exhibitions and public programs exploring African American history and is pending additional funding.

- **Ancient Mounds Trail** –There are 39 roadside markers commemorating Louisiana Indian Mounds currently located on private property in Northeast Louisiana, from the Arkansas line to Marksville. Eventually a total of 41 markers will be erected. In addition, written materials have been developed that provide further information on these mounds.

This trail increases public awareness of the important role played by Native Americans in Louisiana's history.

- **New Populations Initiative** - This is a folklife project to broaden the arts constituency by reaching out to Louisiana's immigrant and refugee populations, documenting their folk art traditions, providing training in cultural documentation, and drawing them into the arts network.

The state's folk arts infrastructure will be strengthened through our New Populations Project, a three-year outreach initiative to the state's immigrant/refugee populations that have arrived in the last 30 years. The goal is to draw them into the arts network and assist them in developing strategies to preserve their artistic traditions. Louisiana is home to immigrant/refugee populations from 19 countries with more than 1000 foreign-born members.

- **Study of the Lower Ninth Ward** - In the wake of Hurricanes Katrina and Rita, one of the liaisons recruited to represent the State Historic Preservation Office with FEMA has begun compiling a study of the history of the settlement by various populations in the Lower Ninth Ward in New Orleans.

This study will create what is, to our knowledge, the first study of historic settlement patterns in the Lower Ninth Ward. The study will be helpful in making decisions about how to best preserve and protect the cultural resources in this part of New Orleans.

Result 3: Build better lives and livelihoods than before for all Louisiana's people.

Improving the lives and livelihoods of all Louisianans is important to Office of the Lieutenant Governor and the Department of Culture, Recreation and Tourism and essential to rebuilding the state stronger and better than before.

Diversity in the workplace

- **Diversity Strategic Plan**- The Department of Culture, Recreation and Tourism entered into a contract with DRP International in June 2005 to provide an assessment and develop a strategy or a strategic plan relative to recruitment and retention, measuring performance, identifying/developing goals, objectives and

action plans, and development of a plan to deliver training to all employees on diversity and diversity-related issues.

- **Employee Recruitment Initiative-** The Human Resources Office developed and implemented a new recruitment policy and strategy on this contract which reinforces our methodology for recruitment of the most qualified applicant in accordance with federal, state and local laws, rules and regulations for classified merit system employees as well as at-will employees.

The impact has been tremendous in that information is reaching applicants throughout the state in venues previously not utilized, however, the workforce has basically not changed due to other factors, i.e., pay restrictions, budget, location, interest, qualifications, etc. The Department has been under a hiring freeze since Hurricane Katrina so hiring activity has basically ceased until just recently. However, when hiring policies are once again relaxed, the Department expects to see the impact of the strategic efforts to diversify its applicant pool.

- **LSU School of Library and Information Science Partnership** –The State Library, a part of the Department of Culture, Recreation and Tourism, in partnership with the LSU School of Library and Information Science work to promote career opportunities and offer one-on-one meetings to graduating students to discuss the interviewing process, job opportunities and to look for potential State Library employees. These groups are very diverse with students from all over the state, the nation and the world.
- **Diversity Education Program-** The Human Resources Office continues to educate employees and supervisors on performance issues as it relates to employer relations issues and diversity. Plans are being developed to provide additional training on a continuing and consistent basis on diversity (once the training is developed and finalized) as well as recruitment, retention and performance.

Diversity in Procurement/Grant Allocation

- **Minority Outreach Initiative-** Through targeted workshops and seminars, including business outreach seminars and database development, OLG/CRT has enhanced its ability to reach minority stakeholders to inform them of procurement and grant opportunities with DCRT and the state of Louisiana.
- **Grants Initiative-** Through a new grants initiative, the Louisiana Serve Commission in OLG is able to reach minority audiences prior to the application process. This new outreach effort has increased the number of diverse applicants in areas of the state that the Commission had been previously unsuccessful in reaching. Due to the expansion of our outreach and the promotion and use of community volunteers, the Commission is now serving the at-risk, low-income areas of the delta region, and at the same time, increasing visibility and the value of diversity through service. As a result of these efforts, the Louisiana Serve Commission achieved an increase of 20% in the number of community volunteers and beneficiaries.

- OLG, through the work of the Commission, leverages federal grants to provide services targeting at-risk youth in low-socio-economic areas, dealing with improving the environment, and assisting with disaster relief and recovery using a competitive application process.
- It has also created targeted services directed toward very young children, families at risk, older adults, reluctant readers, non-readers and Louisianans who are incarcerated.
- The State Library provides highly specialized services for Louisianans who are blind, visually impaired, reading disabled or otherwise unable to use standard print materials.

Result 4: Make Louisiana's recovery the standard for high performance accountability and ethical behavior.

As was mentioned in result 3, the Office of Human Resources' accomplishments help to improve the lives and livelihoods of all Louisiana citizens. They also help achieve the goal of Result 4. They are included here again to illustrate this point.

- The Department of Culture, Recreation and Tourism entered into a contract with DRP International in June 2005 to provide an assessment and develop a strategy or a strategic plan relative to recruitment and retention, measuring performance, identifying/developing goals, objectives and action plans, and development of a plan to deliver training to all employees on diversity and diversity-related issues.
- Human Resources developed and implemented a new recruitment policy and strategy based on this contract that reinforces the office's methodology for recruitment of the most qualified applicant in accordance with federal, state and local laws, rules and regulations for classified merit system employees as well as at-will employees.

The impact has been tremendous in that information is reaching applicants throughout the state in venues previously not utilized, however, the workforce has basically not changed due to other factors, i.e., pay restrictions, budget, location, interest, qualifications, etc. The Department has been under a hiring freeze since Hurricane Katrina so hiring activity has basically ceased until just recently. However, when hiring policies are once again relaxed, the Department expects to see the impact of the strategic efforts to diversify its applicant pool.

- The Human Resources Office continues to educate employees and supervisors on performance issues as it relates to employer relations issues and diversity. Plans are being developed to provide additional training on a continuing and consistent basis on diversity (once the training is developed and finalized) as well as recruitment, retention and performance.

